

Appl. No. 09/781,755

In the Claims:

Please amend the claims as follows

1. (Twice Amended) A system for verifying the purchase of a retail item
by a customer comprising:

B¹

- a label associated with the retail item, said label lacking a post-purchase machine-readable indicia;
- a point of sale encoding device, said encoding device providing a machine-readable post-purchase indicia to the label during purchase by the customer; and
- a detecting device for analyzing the label to determine whether the post-purchase machine-readable indicia is present.

14. (Twice Amended) A method for verifying the purchase of a retail item
by a customer comprising:

B²

- providing a label associated with the retail item, said label lacking a machine-readable post-purchase indicia;
- encoding a machine-readable post-purchase indicia to the label by a point of sale encoding device when the item is purchased by the customer; and
- analyzing said label with a detecting device to determine whether the machine-readable post-purchase indicia is present.
